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**UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA**

14 EPIC GAMES, INC., ) Case No. 4:20-cv-05640-YGR-TSH  
15 Plaintiff, )  
16 v. )  
17 APPLE INC. )  
18 Defendant. )  
19 )  
20 )  
Case No. 4:20-cv-05640-YGR-TSH  
REDACTED EXHIBIT B TO  
DECLARATION OF SHANE M. PALMER  
IN SUPPORT OF NON-PARTY SPOTIFY  
USA INC.'S ADMINISTRATIVE  
MOTION TO SEAL PORTIONS OF  
SPOT-EPIC-00000925 AND  
SPOT-EPIC-00001023  
REDACTED VERSION OF DOCUMENT  
SOUGHT TO BE SEALED

STRICTLY CONFIDENTIAL - CONTAINS BUSINESS SECRETS

16<sup>th</sup> November 2020

**Information Request from the JFTC**

**Spotify's response**

**1. Results of Spotify's experiment of December 2018**

**We would be grateful if you could submit the results of Spotify's experiment of December 2018 (extracted below)**



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16<sup>th</sup> November 2020

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16<sup>th</sup> November 2020

[REDACTED]

, Apple's anti-competitive restrictions not only prevent users from directly subscribing to its Premium service from the app, but also prevent Spotify from effectively using in-app advertising to promote its Premium service, and in Spotify's experience in-app advertising is the most effective form of advertising as the user is engaging with Spotify's service and trying to access a Premium service.

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